

## QUICK FACTS

- Census recruiting methods will respond to the interests and needs of an older and more diverse labor force in 2010.
- The Census Bureau will recruit between 3 and 4 million applicants to fill approximately 750,000 temporary Census jobs in 2009 and 2010.
- A toll-free Census Jobs Line will connect callers directly to Local Census Office staff.
- Job seekers will be able to apply through an online job application (proposed).
- Applicants can also apply through a traditional paper application.
- Thousands of temporary census recruiters will be hired to recruit and test local applicants in every community.
- Waivers and exemptions will likely be sought for the hiring of federal annuitants and recipients of many federal and state benefits programs.
- Recruiting materials and advertising for temporary census jobs will be produced in multiple languages.
- Partner organizations will be encouraged to spread the word about census jobs in every community.

# National Recruiting Plan for the 2010 Census

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DRAFT

## A BRIEF LOOK BACK AT CENSUS 2000

In what was one of the tightest labor markets in 30 years, the Census Bureau successfully recruited and tested nearly 3.7 million job applicants for Census 2000. This was the largest peacetime recruitment of workers in American history. Further, by any quantifiable standard — age, race, ethnicity, gender, and many other measures — the applicant pool during Census 2000 closely reflected the diversity of our nation's civilian labor force.

## LOOKING AHEAD TO THE 2010 CENSUS

Census planners estimate that 3 to 4 million applicants will be needed to meet recruiting goals for the 2010 Census. Although the Census Bureau has substantial experience in conducting successful large-scale recruiting efforts during past censuses, the challenges in 2010 are significant. Research shows that the labor force will be older and more diverse in 2010. As a result, recruiting strategies will be implemented that reach an older and more diverse workforce during the 2010 Census.

Like past censuses, the majority of people recruited to work on the census will already have other jobs and will only work part-time for the census. As a result, part-time workers, "moonlighters" (people with other jobs), self-employed workers, seasonal workers, students, and retirees will make up a large portion of the decennial census workforce.

Research conducted during mid-decade census tests indicates that temporary census workers do not need prior computer skills to successfully perform their duties in an automated environ-

ment. Temporary census workers receive training that equips them to perform duties using hand-held computing devices for data collection.

## The Labor Force will be Older and More Diverse in 2010

The Census Bureau and the Bureau of Labor Statistics produce estimates of the population and the labor force, and their projections confirm dramatic changes in the civilian labor force.

### Aging

Census Bureau projections show that between 2002 and 2012, the 55 and older group will grow nearly three times faster than the population as a whole, and the 55- to 64-year-old age group will grow nearly four times as fast.<sup>1</sup>

This trend is reflected in the labor force as well. The Bureau of Labor Statistics states the following.<sup>2</sup>

*One out of every hundred  
persons living in the United  
States will apply for 2010  
Census jobs.*

- The labor force will continue to age, with the annual growth rate of the 55 years and older group projected to be nearly four times that of the overall labor force; in fact, by 2012 nearly 20 percent of the U.S. work force will be age 55 or older, up from just under 13 percent in 2000, according to the Bureau of Labor Statistics.
- The 55 and older age group is projected to grow from 14.8% of the labor force in 2002 to 21.4% in 2012.

We will take advantage of human capital management issues in the public and private sectors, (e.g., large numbers of baby boomers retiring) by targeting retired career employees for census jobs. Hiring Federal annuitants will depend on whether we obtain a waiver so they can work without losing their benefits.

## Diversity

There will also be substantial changes to the nation's ethnic and racial composition.<sup>3</sup>

- The Hispanic population is projected to grow from just over 35 million in 2000 to nearly 48 million in 2010, a growth rate of 34%, or nearly six times that of the non-Hispanic population.
- The projected growth rate for the Hispanic population when compared to that of the non-Hispanic White population is even more dramatic during this same time period; 34% as compared to only 2.7%.
- The growth rates of the African American and Asian populations, at 12.9% and 33% respectively, while not as great as that of the Hispanic population, are still much greater than the growth rate of the White population.
- Bureau of Labor Statistics (BLS) projections of changes in the civilian labor force reflect these same trends. BLS predicts the White population, which made up 83.2% of the labor force in 2000 will drop to 81.2% of the labor force in 2010, while the Hispanic population labor force participation will climb from just under 10.9% to 13.3%. The Asian labor force is projected to increase from 4.7% in 2000 to 6.1% in 2010, and the Black labor force from 11.8% in 2000 to 12.7% in 2010.<sup>4</sup>

To meet these changes in the population and civilian labor force, the Census Bureau will work closely with organizations that represent older Americans and ethnic and minority communities to recruit applicants representative of an older and more diverse civilian labor force. As the nation's linguistic diversity increases, recruiting materials will be produced in multiple languages in 2009 and 2010.

## REGIONAL AND LOCAL CENSUS OFFICE RECRUITING PLANS

Preparing early analyses of the labor force, local pay rates, and characteristics of each community is essential, followed by a plan of action and strategies specific to every challenge. The Census Bureau will use our experience and data to create effective recruiting plans specific to each region and Local Census Office area.

- **Recruiting Plans:** Each region and Local Census Office will prepare a detailed recruiting plan that places special emphasis on recruiting strategies that will reach underrepresented groups in the labor force and Hard-to-Recruit areas within each community. The execution of regional and local plans will be monitored continuously at both the

national and regional levels.

- **Planning Database:** A census database that includes variables such as linguistically isolated populations, low- and high-income areas, and single person households will help each region and Local Census Office identify Hard-to-Recruit areas in each community.

## CUSTOMIZED STRATEGIES FOR LOCAL COMMUNITIES

Historically, the Census Bureau has developed successful strategies to recruit the general population, older workers, and members of the Hispanic, African American, American Indian and Alaska Native, and Asian communities.

Some of these proven strategies that will be implemented at the local level for the 2010 Census include:

- Promoting jobs through retirement organizations, volunteer, fraternal, and membership groups; faith-based and community-based organizations; mainstream and ethnic media (including cable and community access cable), and local and tribal governments.
- Creating and maintaining a local presence in all communities and providing tools to facilitate the application process, such as the practice test or the Spanish test.
- Hiring thousands of temporary census recruiters (including bilingual workers) who reflect the composition of their neighborhoods and know how to motivate local applicants to apply for temporary census jobs. As an Equal Employment Opportunity employer, the Census Bureau promotes fair hiring practices.
- Developing recruiting promotional materials and advertising in several languages that will reach all communities.

## SPECIALIZED RECRUITING STRATEGIES FOR TRIBAL POPULATIONS

Special efforts are being made for the 2010 Census to ensure that recruiting strategies on federally-recognized American Indian Reservations and Alaska Native Villages are successful. Early testing of operational procedures, including recruiting, are being conducted in 2006 to help shape plans for the 2010 Census. Recruiting for census workers will

include culturally-appropriate promotional materials, liaisons appointed by the tribal leadership, and temporary census recruiters hired from American Indian reservations who understand how to motivate tribal members to apply for census jobs.

## PROVEN RECRUITING TOOLS IN EVERY COMMUNITY

**Competitive Pay:** Pay rates will be analyzed in each area of the country before hourly pay rates are established for temporary census jobs. A similar methodology was implemented during Census 2000 will be instituted again for the 2010 Census.

**Proposed Waivers and Hiring Exemptions:** As in previous censuses, the Census Bureau will seek waivers and hiring exemptions from restrictions that would affect the hiring, benefits, or pay of certain categories of individuals. For example, waivers and exemptions will likely be sought for persons receiving federal Temporary Assistance for Needy Families (TANF), federal retirees, and persons already working for a federal agency.

**Paid Advertising:** The Census Bureau will use paid advertising in local media outlets to inform people about census jobs. Regional Census Centers will have the ability to place local advertising to reach particular Hard-to-Recruit populations. Advertising will also be created in non-English languages according to local needs. Generational differences and cultural preferences will be key considerations in the development of recruiting messages and media placements of those messages.

### Aggressive Recruiting Goals:

The applicant pool for each local office must contain approximately five times the number of employees it needs in each community before major field operations begin. Recruiting goals are monitored to ensure that major field operations are successful.

**Proposed Census Recruiting Website and Online Job Application:** A recruiting website will enable applicants to complete a job application online from any public library, Job Service Center, or the convenience of their home. The website will provide information about jobs, local pay rates, hiring schedule,

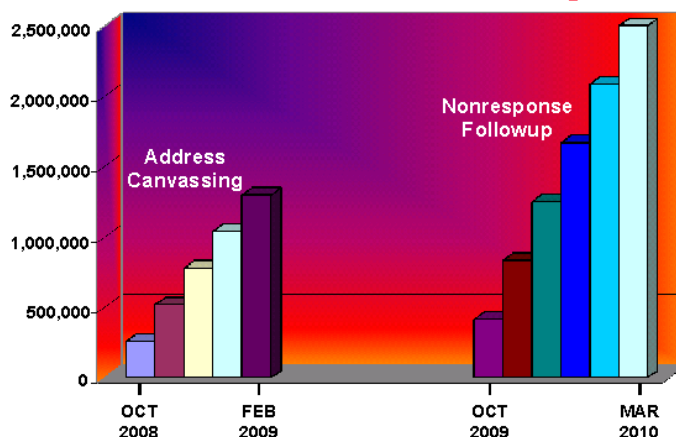
and hiring requirements. Organizations can easily promote census jobs through constituent e-mails, links from their own websites, and posters and fliers that include the 2010 Census Jobs website address. Although applicants will be encouraged to apply online, paper-based applications will be available in all communities and to all persons who do not have access to the Internet.

**Toll-Free Jobs Line:** Wide publication of a toll-free jobs line, similar to Census 2000, will give applicants a quick, easy, and efficient way to learn about, and apply for, census jobs in English or Spanish. The system will be robust, with calls automatically routed to the caller's Local Census Office. These offices will be staffed to respond quickly, answer questions about employment, and schedule callers to take the required test. Appropriate accommodation for the hearing impaired will be provided (TTY or TDD).

## PARTNERS WILL ENHANCE CENSUS EFFORTS AT EVERY LEVEL

The Census Bureau will again enlist the cooperation of external partners for help in achieving the recruiting goal. Besides publicizing census jobs, partners also promote census awareness in a variety of ways. They may also provide space for testing applicants or training newly hired census workers.

**2010 Census National Recruiting Goals<sup>5</sup>**



Key partners include:

- National organizations
- Community-based organizations
- Faith-based organizations
- State and local governments and agencies
- Tribal governments
- National and local media outlets

As in past decennial censuses, external partners will also share local knowledge about neighborhoods and labor market conditions. Tools will be provided to partner organizations to assist in promoting census jobs, including drop-in newsletter articles, stock photography for use in organizational newsletters, electronic and printed fliers and posters, and links to the 2010 Census Jobs recruiting website for insertion in

## HOW THE CENSUS WILL PROMOTE JOBS

Key to the success of the 2010 recruiting plan is attracting 3 to 4 million applicants for temporary census jobs. Partnerships with local and national organizations are but one of many methods the Census Bureau will use to attract applicants.

Additional methods to promote census jobs include:

- Hiring and training thousands of supervisory and non-supervisory employees at regional and local offices to perform recruiting activities in 2009 and 2010.
- National and local press releases announcing census jobs.
- Media coverage and special events about the 2010 Census will include mention of jobs, recruiting web site, online job application, and toll-free jobs line.
- Presentations by Census Bureau staff to national, regional, and local organizations.
- Locally placed posters and job information.
- Distribution of fliers and job information.
- Public service announcements and paid job advertising that primarily targets community-level media outlets.
- Recruiting booths at public events — job fairs, county fairs, bazaars, tribal pow wows, and other public events.
- Targeted publicity created by Local Census Offices to meet local challenges.

## HOW PARTNER ORGANIZATIONS CAN GET INVOLVED

Partner organizations are needed to help prepare for the 2010 Census recruiting effort. To participate, or simply to find out more about the 2010 Census recruiting plan, national organizations can contact the Census Bureau's Field Division/Decennial Recruiting staff at (301) 763-7870. Regional or local partners that want to become involved now can contact the Census Bureau's Regional Office responsible for census activities in your area. Regional Office phone numbers can be found by clicking on "Regional Offices" at [www.census.gov](http://www.census.gov).

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### ENDNOTES

<sup>1</sup>U.S. Census Bureau, 2004, "U.S. Interim Projections by Age, Sex, Race, and Hispanic Origin," <http://www.census.gov/ipc/www/usinterimproj/>, Internet Release Date: March 18, 2004.

<sup>2</sup>U.S. Bureau of Labor Statistics, Monthly Labor Review - February 2004. "Employment Outlook: 2002-2012."

<sup>3</sup>U.S. Census Bureau, op. cit.

<sup>4</sup>U.S. Bureau of Labor Statistics, Monthly Labor Review - November 2001. "Employment Outlook: 2000 - 2010."

<sup>5</sup>National recruiting goals are based on information as of March 2006. Preliminary assumptions project a need for 1.3 million applicants in 2009 for Address Canvassing, and 2.5 million applicants for Nonresponse Followup in 2010.